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IMONI STUDIOS

DESIGN, DIGITAL MARKETING & PR AGENCY

www.imonistudios.com

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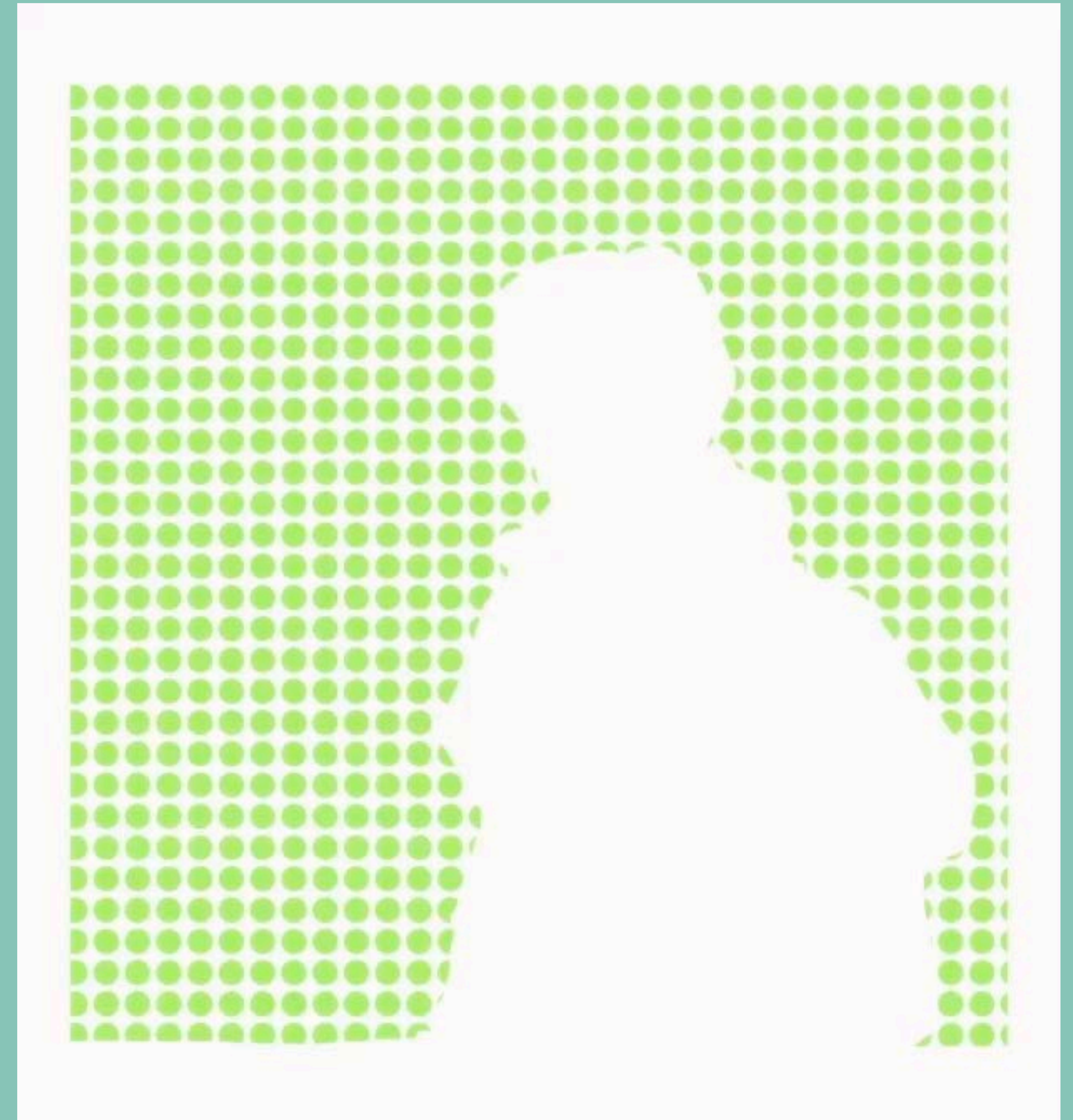
is a design office and a digital marketing & PR agency in fashion and lifestyle, based in Paris. We are passionate about growing brands, via designing their business strategy with corresponding product portfolio, visual identity and implementing their marketing communications across social media channels, influencer marketing campaigns and press events.

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DIGITAL MARKETING AGENCY

Digital Marketing is a must have component of any 21st century business strategy. We are there to aid brands to optimise their website (SEO), plan and execute their search engine marketing (SEM) and pay-per-click (PPC) advertising. We also handle social media accounts, create content and manage the community(SMM). Furthermore we create and manage brands' Influencer Marketing plans.



SOCIAL MEDIA MARKETING

**WE WILL AMPLIFY
YOUR BRAND'S
ONLINE VISIBILITY,
CONCEPTUALISE &
IMPLEMENT A SOCIAL
MEDIA STRATEGY**

Social Media Strategy

Deciding the tone-of-voice & aesthetic of your social media channels and creating a calendar and strategy for posting that is consistent with your PR plan.

Social Media Implementation & Management

Creating content, scheduling daily posting and community management.

Creation and Maintenance of YouTube Campaigns

Developing video concept, designing a channel profile, maintaining and managing channel.

Analytics & Monitoring

Analysing social media campaign effectiveness.

INFLUENCER MARKETING

WE PLAN YOUR CAMPAIGN & FIND CONTENT CREATORS TO POST ABOUT YOUR PRODUCTS WHILST WE MONITOR ENGAGEMENT

Micro Influencer Collaborations

Launching influencer campaigns, seeding product for content creation, for reposting in your channels.

Brand Ambassador Program

Designing campaign theme and specific hashtag along with proposing brand ambassadors are customer advocates who review and post opinions and content about your product / brand.

SEARCH ENGINE OPTIMIZATION - SEARCH ENGINE MARKETING - PAY - PER - CLICK

Website Analysis, Cleanup & Optimisation

We audit your site: SSL, anchor text, meta titles, site speed, backlinks, structure and platform

Keyword Research & Competitive Analysis

We identify keywords and assess your content to see what you may be missing and can help you to rank high in searches.

Link Building

We establish a strong backlink profile. We curate backlinks to your site that has high relevance and drive traffic.

Local Listings & Citations

We register your business in directories based on your geo location, industry and niche markets to improve your search results.

Facebook & Instagram Ad Management

We promote your content, targeting & re-targeting to selected groups, based on demographics, geo location, and interest.

Google & Bing PPC Management

We create your Pay-Per-Click ad. campaigns in Google & Bing and execute your re-marketing campaigns.

PRESS AGENCY

We offer traditional PR & media outreach in addition to special event press & production. We service shopping requests from stylists, press and work with them to assure media coverage, through desk side appointments, press days and press release circulation to relevant editors.

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CELEBRITY MARKETING
IDENTIFYING THE RIGHT
CELEBRITIES WHO SPEAK TO YOUR
TARGET AUDIENCE, SEED PRODUCTS FOR
THEM FOR REVIEWS, FEEDBACK, TESTIMONIALS AND
CONTENT CREATION. WE SEEK OUT CELEBRITIES WHO
MAY ENDORSE YOUR BRAND SO THAT WE CAN RE-POST
THEIR CONTENT ON YOUR CHANNELS.

Celebrity Publicity

We survey celebrity content and repost them / share them
through social media, e-marketing, whilst using them
for press coverage.

Celebrity Outreach

Through our contacts with celebrities, their agents, and managers
we seed product to stars who appeals to your target audience

PRESS & MEDIA RELATIONS

**WE FIND
OPPORTUNITIES
FOR PRODUCT
PLACEMENT & SERVICE
PULL REQUEST FROM STYLISTS AND
PRESS. WE CRAFT YOUR STORY, PRESS
PITCH, MEDIA KIT & DISTRIBUTE YOUR
PRESS RELEASE TO OUR NETWORK OF
MEDIA CONTACTS.**

Developing the Media Pitch

Determining a newsworthy story, tailor making pitches to targeted editors, reporters, journalists and producers.

Press Kit Development

Delivering an effective and informative media kit, including BIOs, History, Product Information, and Press Coverage.

Editorial Outreach

Pitching to press and pursuing editorial placement for features, reviews, interviews, mentions and listings in print and broadcast media.

Desk Side Press Appointments & Press Day

Arranging press meetings and a Press Day to present your upcoming collection to editors

Press Release Distribution

Circulating your news to our network of journalists and media

Analytics Analytics & Monitoring

Upon the closure of your campaign we will sum-up press coverage.

EVENTS

WE ORGANISE FASHION SHOWS, POP-UP STORES, INFLUENCERS' LUNCHEONS / BREAKFASTS+. WE HANDLE LOGISTICS, SPONSORS, MODELS, PHOTO, VIDEO & SUM-UP PRESS COVERAGE.

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Event Creation & Venue Research

Creating a a press-worthy event and finding a venue matching the aspirations of your brand, that will capture the attention of the media.

Guest List & RSVP

Compiling an invitee list including press/media, influencers, celebrities & VIPs, buyers & retailers, and industry, and following through with confirmations and reminders.

Pre-Production Logistical Planning & Sponsorship

Securing sponsors & partners for Hair & Make-Up, Styling, Lighting & Sound, Red Carpet, Catering.

Model Casting

Casting models corresponding to your aesthetics.

Photography & Content Creation

Capturing event with photo & video, to maximize its exposure in media

Pre & Post Show Publicity Coverage

Inciting print, broadcast and digital press coverage before and after the event, and monitoring media.

DESIGN STUDIO

A successful business is much dependent on a coherent business strategy, brand identity and portfolio. We design brand strategy, brand identity elements, communication & sales materials. We help you to develop your visual guidelines, colours, logos, fonts and its hierarchy, accompanying photography, illustration, website, video and motion, lookbooks / catalogues / line sheets, packaging, print / digital advertising campaign / content.

We also collaborate on collection planning and production planning, to make sure that your collection corresponds to both your identity and what customers & consumers want.

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